

## PATENT

WE CLAIM:

1           1.    A method for facilitating a chat session between a  
2 first user and a second user visiting a first web site, comprising:  
3           receiving, from the first user, a first user ID corresponding  
4 to the first user, a co-branded community to which the user belongs  
5 and an address of a first web site being visited by the first user;  
6           receiving, from the second user, a second user ID  
7 corresponding to the second user, a second co-branded community to  
8 which the second user belongs and the address of the first web  
9 server;  
10          providing, to the first user, at least an indication of the  
11 second user ID and the second co-branded community;  
12          receiving, from the first user, a request to open one of a  
13 public chat session, a semi-public chat session and a private chat  
14 session with the second user;  
15          transmitting, to the second user, an indication that the first  
16 user has requested one of the public chat session, the semi-public  
17 chat session and the private chat session; and  
18          receiving, from the second user, an acceptance to enter the  
19 chat session designated by the first user.

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1           2.    The method of claim 1, wherein the chat session may be  
2   continued when at least one of the first user and the second user  
3   disconnects from the first web site.

1           3.    The method of claim 1, wherein the providing step further  
2   comprises:

3           receiving, from the first user, a query for information  
4   regarding other users in a co-branded community visiting the first  
5   web site; and

6           searching a user database to determine which users in the co-  
7   branded community are visiting the first web site.

1           4.    The method of claim 3, wherein the query includes a  
2   request for other users having predetermined personal data  
3   including mood data.

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